Rating

119.20

119.20

Net Amount

\$10,603.75

\$10,603.75

ORDER

Orders Order / Rev: 47115 9782546 /Brad Alt Order #: Product Desc: Tom Smith for Senate WHP-TV CBS21 191 Estimate: Millennium Washington DC Flight Dates: 08/07/12 - 08/13/12 Primary AE: Original Date / Rev: 08/03/12 / 08/08/12 Sales Office: **MNAT** Order Type: **GENERAL** Sales Region: National **SRCP Media** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 201 North Union Street Suite 200 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Smith/R/Senate Name: A35+ New Business Thru: Demographic: **Product Codes: US** Senate Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL-CAND, GEN Agency External ID: Bill Plan Totals

Month

Totals

August 2012

Spots

51

51

Gross Amount

\$12,475.00

\$12,475.00

Account Executives

End Date

08/13/12

Start Date

07/30/12

Account Executives								
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %				
Millennium Washington DC			Start Of Order - End Of Order	100%				

Net Amount

\$10,603.75

Order Share	Share	Total
WHP-TV CBS21	17%	\$12,475.00
Market	100%	\$73 382 35

Spots

51

Gross Amount

\$12,475.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	63%	\$46,230.88
WHTM	20%	\$14,676.47
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln Ch Start End Inventory Code	Break Start/End Tin	ne Days Len Spots	Rate Pri Rtg Type	Spots Amount
N 1 WHP 08/07/12 08/13/12 M-F 11a-12p	CM 11a-12p	МГWГF :30 5	\$185.00 P-2 1.70 NM	5 \$925.00
M-F 11a-12p				
Spot Ch Date Range Description	Start/End Time		ngth Rate Rtg Type	
3 WHP 08/07/12-08/13/12 M-F 11a-12p	11a-12p	MTWThF	:30 (\$185.00) 1.70 NM	
See MG 1.6				
[No Avail]				
6 WHP 08/13/12-08/13/12 M-F 11a-12p	11a-12p	M	:30 \$185.00 1.70 NM	
MG for 1.3 08/09				
[MG within Flight]				
N 2 WHP 08/07/12 08/13/12 M-F 3p-4p	CM 3p-4p	MTWTF :30 5	\$70.00 P-2 0.60 NM	5 \$350.00
M-F 3p-4p				
N 3 WHP 08/07/12 08/13/12	CM 4p-5p	MTWTF :30 5	\$125.00 P-2 1.30 NM	9 \$1,200.00

Print Date: 08/10/12 13:50:26 Page 2 of 3

WHP-TV CBS21

Order / Rev: 47115

15 Advertiser:

rtiser: Smith/R/Senate

Estimate:

Alt Order #: 9782546 /Brad

Product Desc: Tom Smith for Senate

Flight Dates: 08/07/12 - 08/13/12

191

Ln Ch Inventory Code Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start Fnd Break Amount M-F 4p-5p M-F 4p-5p Ch Date Range Start/End Time Rate Rtg Type Spot Description Weekdays Length MTWThF----:30 (\$125.00) 1.30 NM WHP 08/07/12-08/13/12 M-F 4p-5p 4p-5p See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM] 2 WHP 08/07/12-08/13/12 M-F 4p-5p 4p-5p MTWThF----:30 (\$125.00) 1.30 NM See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM] 3 WHP 08/07/12-08/13/12 M-F 4p-5p 4p-5p MTWThF----(\$125.00) 1.30 NM See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM] 4 WHP 08/07/12-08/13/12 M-F 4p-5p MTWThF----:30 (\$125.00) 1.30 NM 4p-5p See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM] 5 WHP 08/07/12-08/13/12 M-F 4p-5p MTWThF----(\$125.00) 1.30 NM 4p-5p :30 See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM] 6 WHP 08/07/12-08/13/12 M-F 4p-5p MTWThF----:30 4p-5p \$175.00 1.30 NM MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] 7 WHP 08/07/12-08/13/12 M-F 4p-5p MTWThF----:30 \$175.00 1.30 NM 4p-5p MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] 8 WHP 08/07/12-08/13/12 M-F 4p-5p MTWThF----\$175.00 1.30 NM :30 MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] 9 WHP 08/07/12-08/13/12 CBS Sun Morning :30 \$225.00 1.60 NM - - - - - - Su MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] 10 WHP 08/07/12-08/13/12 Letterman MTWThF----:30 \$100.00 1.20 NM 1135p-1235a MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] 11 WHP 08/07/12-08/13/12 Letterman MTWThF----1135p-1235a :30 \$100.00 1.20 NM MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] 12 WHP 08/07/12-08/13/12 Letterman MTWThF----:30 \$100.00 1.20 NM 1135p-1235a MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] MTWThF----13 WHP 08/07/12-08/13/12 M-F 5a-6a News :30 \$75.00 1.20 NM MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] 14 WHP 08/07/12-08/13/12 M-F 5a-6a News MTWThF----:30 \$75.00 1.20 NM MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight] WHP 08/07/12 08/13/12 M-F 5p-530p News CM MTWTF--:30 5 \$175.00 P-2 1.60 NM \$875.00 5p-530p 5 CBS 21 News at 5p WHP N 5 08/07/12 08/13/12 M-F 530p-6p News CM 530p-6p MTWTF--:30 5 \$175.00 P-2 1.70 NM 5 \$875.00 CBS 21 News at 530p WHP 08/07/12 08/13/12 M-F 6p-630p News MTWTF--\$175.00 P-2 N 6 CM 6p-630p :30 5 1.70 NM 5 \$875.00 CBS 21 News at 6p N 7 WHP 08/07/12 08/13/12 Sa-Su 6p-630p News RdCM ----SS :30 2 \$100.00 P-2 1.60 NM 6p-630p n \$0.00 CBS 21 News at 6p Ch Date Range Description Start/End Time Weekdays Rate Rtg Type Spot Length WHP 08/07/12-08/13/12 Sa-Su 6p-630p News Rot 6p-630p - - - SaSu :30 (\$100.00) 1.60 NM See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Program Change] :30 (\$100.00) 1.60 NM 2 WHP 08/07/12-08/13/12 Sa-Su 6p-630p News Rot ---- SaSu 6p-630p See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Program Change]

Print Date: 08/10/12 13:50:26 Page 3 of 3

Order / Rev: 47115

Advertiser: Smith/R/Senate

Alt Order #: 9782546 /Brad

Product Desc: Tom Smith for Senate

Flight Dates: 08/07/12 - 08/13/12

Estimate: 191

WHP-TV CBS21

Ln (Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 8	WHP	08/07/12	08/13/12	M-F 7p-730p M-F 7p-730p	СМ	7p-730p	МГЖГБ	:30	5	\$550.00 P-2	4.80 NM	5	\$2,750.00
N 9	WHP	08/07/12	08/13/12	M-F 730p-8p M-F 730p-8p	СМ	730p-8p	МГW- F	:30	5	\$675.00 P-2	6.50 NM	5	\$3,375.00
N10 \	WHP	08/07/12	08/13/12	M-F 11p-1135p News CBS 21 News at 11p	СМ	11p-1135p	MTWTF	:30	5	\$200.00 P-2	2.30 NM	5	\$1,000.00
N11 \	WHP	08/07/12	08/13/12	Sa-Su 11p-1130p News CBS 21 News Weeken		11p-1130p	SS	:30	2	\$125.00 P-2	1.60 NM	2	\$250.00
N12 \	WHP	08/07/12	08/13/12	Letterman Letterman	CM	1135p-1235a	МГWГF	:30	5	\$75.00 P-2	1.20 NM	0	\$0.00
Spot 1	WHP See		08/13/12 L 2.7,3.8,3.9,	<u>escription</u> etterman 3.10,3.11,3.12,3.13,3.14	113	<u>t/End Time</u> 5p-1235a	_	/eekdays TWГhF	<u>Len</u>	gth <u>Rate</u> :30 (\$75.00)	Rtg Type 1.20 NM		
2	See			etterman 3.10,3.11,3.12,3.13,3.14		5p-1235a	M	TWThF	- :	:30 (\$75.00)	1.20 <i>NM</i>		
3	See			etterman 3.10,3.11,3.12,3.13,3.14		5p-1235a	M	TWThF	- ;	:30 (\$75.00)	1.20 <i>NM</i>		
4	WHP See	08/07/12-0	, 08/13/12 L 1.7,3.8,3.9,	etterman 3.10,3.11,3.12,3.13,3.14		5р-1235а	М	TWThF	- :	:30 (\$75.00)	1.20 <i>NM</i>		
5	WHP See	08/07/12-0	08/13/12 L 1.7,3.8,3.9,	etterman 3.10,3.11,3.12,3.13,3.14		5p-1235a	M	ТWГhF ·	- :	:30 (\$75.00)	1.20 <i>NM</i>		
													040 475 00

Totals 51 \$12,475.00